STUDY ON THE AWARENESS, PREFERENCE AND WILLINGNESS TO PAY FOR GREEN HOME APPLIANCES AMONG CONSUMERS IN INDIA (JAIPUR)

A Synopsis

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INTRODUCTION

These days consumers are increasingly delicate in their environmental attitudes, preferences and purchases (Sarigollu, 2009). A few gatherings of consumers are eager to pay more for green products. Various types of snags are existed if there should be an occurrence of green consumer behaviour. The fundamental deterrent in green product consumption is financial obstruction i.e., high expense of green products. Self-awareness of green products enhances the sale of green products (Sharp and Wheeler, 2013) however this is relatively low. Eco labels give information about the green friendliness of the products and empower governments, manufactures and dealers to improve the environmental benchmarks of products through which lift up sustainable consumptions.

Consumers are becoming progressively aware about the environmental issues and have begun understanding that majority of issues are a direct result of expanding populace, our consumption habits and are the outcomes of technological development. These stirred consumers are presently prepared to change their preferences from standard products to greener products which have least effect on the environment. Changing consumption habits and rising preferences of consumers for green products are demonstrating to have more noteworthy impact on the corporate world too. In light of this, huge corporate houses have now begun tending to environmental issues in different habits.

Singular consumers are approached to fuse environmental or green components into their buying behaviour, be it by devouring less, "thinking green" and are eager to pay more for environmentally friendly products expending locally, obtaining environmentally friendly products, reusing and sharing, among numerous ways to deal with improved, greener consumer behaviour (Sarumathi, 2014). Consumers today are expanding in number. The expanding quantities of consumers who prefer and are willing to purchase these products are exposed to the buying process. Consumers have diverse buying practices and these practices are continually changing because of the accessibility of best choices to look over.

Environmentally friendly consumers allude to those consumers who have inspected the impact of goods production and consumption in their buying behaviour and important exercises in the markets and choose appropriately. The green consumer is considered as anybody whose behaviour is impacted by environmental concerns and the environmental worry that consumers show in looking for, buying, utilizing, evaluating, and disposing

products is considered as green consumer behaviour. The consumers might be keen on greening, however can't recognize it. Numerous consumers can't distinguish the means a business had taken to become environmentally viable. This represents a test for the green transformation in such a case that individuals don't know about what greening involves, they are not liable to purchase green products. What's more, consumers are regularly not willing to pay more for green products. This prompted a point where the environment needs to start things out and individuals must be set up to pay the value themselves as opposed to putting excessively obligation on their governments to have any kind of effect. Mulling over that organizations are financial elements; it can't be normal that they stay inert to the "Environmental Awareness" that may coordinate consumer practices. Especially marketing managers experience with consumers reasonable to environmental issues. The old recognition on how organizations are foundations with no other objective yet to benefit leaves its place quickly to another discernment which characterizes organizations as foundations that are reasonable to social issues. Aside from delivering environment-friendly products and choosing environment-friendly markets, basically comprehension of 'Environmentally Friendly" is required to be coordinated into the corporate culture. Consumers experience with terms, for example, ozone-friendly, environment-friendly and recyclable products in green marketing. Nonetheless, green marketing isn't constrained to these terms however is a lot more extensive idea of marketing movement which can be connected to consumer goods, modern goods and even to administrations (Erbaslar, 2010).

CONSUMER AWARENESS

A consumer is an individual who expends or uses any goods or administrations.

Consumer Awareness is a demonstration of making beyond any doubt the purchaser or consumer knows about the information about products, goods, administrations, and consumers rights. Consumer awareness is significant with the goal that purchaser can take the right decision and settle on the right decision. Consumers reserve the privilege to information, right to choose, right to safety. Give us a chance to study Consumer rights, duties and consumer awareness in detail.

Consumer Awareness is the process of making the consumer of goods and administrations aware of his rights. It includes instructing a consumer about safety, information and the redressal choices accessible to him.

CONSUMER PREFERENCE

Consumer preference is characterized as the subjective tastes of individual consumers, estimated by their satisfaction with those things after they've purchased them. This satisfaction is frequently alluded to as utility. Consumer worth can be dictated by how consumer utility analyses between various things. Envisioning a customer's needs is as significant as responding. Knowing and understanding your customer's preferences before they purchase enables you to make a much more grounded involvement. ... These individuals as well as organizations comprehend what their customers like – and despise. At the end of the day, they know their customers' preferences.

WILLINGNESS TO PAY

Willingness to pay, or WTP, is the most a consumer will spend on one unit of a decent or service. Some economic researchers consider willingness to be pay as the booking cost – the farthest point on the cost of a product or service. Others conceptualize WTP as a range – a product's cost may extend from a particular sum up to the willingness to pay level. Willingness to Pay is a term at the highest cost a consumer will pay for one unit of a decent or service. Willingness to pay (WTP) is a key part of consumer request, and is basic learning for a business in the process of valuing their product. Request is figured into deciding the "best" value, which will fulfil both producer and consumer when the goods or service goes to market.

GREEN HOME APPLIANCES

Home appliances which have lesser yearly working expense because of their energy saving highlights are ordered as Green home appliances. GHA incorporate huge home appliances (likewise called as white goods as ac Refrigerators, Dishwashers and Washing Machines) that are enormous and expend generous electricity and having a functioning use life of more than 10 years marketed as green with energy-saving advantages.

Figure 1: Green Home Appliances

As expanding quantities of consumers voice their worries, manufacturers have been compelled to react and are looking for approaches to improve the presentation of their products. The presentation of the EU energy efficiency rating has speeded up this process and has had the unintended cheerful impact of starting healthy challenge between organizations about who can make the eco-friendliest appliance.

Just as energy efficiency, assembling of household goods remains a disagreeable issue as a dangerous blend of risky metals, plastics and chemicals are utilized to make them and more regrettable, can possibly spill into the land and taint soil and water if not discarded appropriately. Moreover, the mining of a portion of the basic ingredients for our iPods and PCs is fuelling wars in different nations, with the battle for cassiterite stores in the Democratic Republic of Congo demonstrating especially recalcitrant. Regardless of whether you're buying another washing machine, workstation or ice chest, it merits putting resources into something solid and moral that you know is going to last. While no appliance can be really green, a few choices are greener than others.

Green home appliances consist:

- Washing machines
- Kettles
- Fridges
- iPods and MP3 players
- Televisions

- Computer
- Mobiles

GREEN CAMPAIGNS BY MAJOR COMPANIES IN THE HOME APPLIANCES SECTOR

The enthusiasm towards manageability has been spread to the home appliances part and consumers. Most manufacturers give great weightage to efficiency in their assembling process which leads to lesser energy consumption, diminishing contamination, leftover waste and utilizing cleaner segments with lower environmental dangers. Positive changes have been seen in product packaging capacity additionally wherein numerous brands are utilizing reused paper for pressing so as to underwrite green marketing. The products are exposed to stringent accreditations process for level-headed power consumption and clean green tasks. These small yet significant and proceeded with endeavours alongside help from R&D for cleaner, greener, more secure and energy effective products are planned strategic moves towards accomplishing energy efficiency. (KT Connect 2013)

A. "**LG Electronics** as a worldwide innovator in home appliances recognizes the significance of decreasing energy consumption and enhancing customers' lives through the formation of a healthier and cleaner environment. (Green Economy-Special Report 2012)

B. **Samsung** has been putting vigorously into greening its products. The organization receives a planet-first methodology, which thinks about a product's engraving on the environment and supports eco-friendly structures over its portfolio. When growing new products, Samsung follows severe environmental gauges and takes a gander at how it can incorporate recyclable and eco-friendly materials into each 42 model. Energy efficiency is a key thought - a dedication that has prompted the improvement of licensed. (GN Focus-2, Air Conditioning May 2013)

C. **Panasonic Corporation** is a main electronic manufacturer on the planet, having around 634 organizations that offer a wide scope of products under their image name. It creates a wide scope of energy effective products through which it means to assist decrease of carbon outflows. It stays dynamic with its green initiatives. (Panasonic, 2013)

D. **Haier** has been granted the Emirates Quality Mark for its scope of home appliances products and this honor reflects the organization's commitment to becoming the most energy proficient and environmentally friendly home appliances organization as per its administration. With 24 assembling bases, 21 modern parks and 5 research and improvement base on the world, striking a harmony among execution and low energy consumption is the embodiment of Haier's home appliances products, giving the most recent arrangement with no trade-offs. (Haier, 2013)

Numerous other like supra, Bosch, Siemens, GE, JVC, Kenwood, Sony, Sharp, Toshiba, Daewoo and every single driving brand in Indian market have green guarantees for the consumer.

OBJECTIVES

1. To discover the awareness among consumer towards green home appliances.
2. To investigate the consumer behaviour towards green home appliances
3. To find out the role of Green home appliances and the job of GHA in saving energy
4. To decide the preference for green home appliances among the Consumers
5. To analyse the impact of green campaigns at the consumer
6. To find the arrangement of green measures, present by the Government, utility and the corporate division so as to diminish power consumption
7. To break down the dimension of willingness to pay among consumer in regards to green home appliances dependent on their demographic factors

REVIEW OF LITERATURE

In this study expressed that the essential advance is to comprehend consumer preferences like if the product's green attributes is better selling point to target consumers, in the event that they truly like them or search for them. Numerous investigations have appeared at realize the green market section better, there is a requirement for understanding consumer propensities and enjoying towards Green products. The Gfk Roper Yale survey (2008) contemplated the client preferences of American and Canadian consumers and uncovered that the vast majority of the Americans are willing to buy green products, yet different highlights, for example, cost and quality regularly take greater need. It was likewise expressed that they were prepared to pay a premium of 15% to half on green products. GfK Roper Yale Survey on Environmental Issues directed in 2008 meant to measure the preferences against environmental information, frames of mind, and behaviour of the American and Canadian consumers. It was discovered that the consumers prefer and trust eco-labels of green products. (Ginsberg and Bloom 2004)

German students' dimension of awareness identified with environmental issues, their willingness to change to green power products and obstacles in changing to green power by applying the objective explicit methodology. Findings of the data analysis uncovered that 99.7% students communicated their uplifting frame of mind towards green 25 power and 76.4% were willing to pay more for green power. Analysis identified with the most preferred wellspring of information demonstrated that information through mails was the most preferred wellspring of information, trailed by data remains in grounds or in student cafés, ads in news and journals, posters, internet, flyer distribution, TV ads what's more, credit notes, event supporting, notice sent with electricity bills, messages, radio and others. As to kind of information students look for as for green electricity, it was uncovered that students preferred succinct information on three perspectives: cost of green electricity, the manner in which electricity was delivered and adequacy of green power in taking care of environmental issues. Study likewise discovered that the real impediments of changing to green power were high cost, validity and unwavering quality of green electricity and endeavours engaged with changing the supplier. (Gossling et al. 2005)

The objective of the study was to assess consumer frames of mind and recognition with respect to eco-accommodating FMCG products. The irregular testing strategy was utilized to choose 160 respondents and the survey instrument was utilized to quantify with respect to who had much presentation to the FMCG class and consumer allure on green products. The

null theories were tried on green marketing strategy and consumer purchasing choices utilizing multiple regression. It was discovered that the green products had generous awareness among clients and they were eager to pay something more on green products. (Wanninayake and Praddep Randewela 2008)

This study depends on elements affecting consumers' buy choice procedure concerning green innovation products viz. autos, white goods (washing machine and refrigerators), brown goods (TV, CD), green electricity and small household appliances. The study found that product's environmental exhibition, product's assembling and second hand accessibility, consumers' green qualities, buy involvement, accessibility of time for research and basic leadership, accessibility, moderateness and information of pertinent environmental issues were the main considerations impacting consumers' buy choices. The paper proposed to instruct the consumers with respect to different environmental issues so as to expand their insight into applicable environmental issues which was referenced as key factor in the choice procedure. The paper likewise recommended utilizing single issue labels to support clients. (Young et al. 2010)

Consumer's willingness to pay for energy labels on household appliances on US populace uncovered that consumers were willing to pay a premium for energy saving labels with consumer socioeconomics being a noteworthy affecting element on their WTP. Environmental concern and awareness were observed to be emphatically connected to their willingness to pay and willingness to pay were spurred by both private (energy cost savings) and public (environmental friendliness) benefits. (David O. Ward 2010)

Consumers don't grasp the significance all things considered and labels used to depict green products. They would rely upon their past encounters with a similar product, on brand labels, the appearance and feel of the product, reviews from different sources, input from group of friends, the principle advantages marketed by the producer and contrast it and their prerequisite and furthermore their preparation to pay for the product. It has been seen that during the buy of household appliances, clients additionally contemplate the green highlights of the product. The choice to buy can get affected by the advantages offered by the energy effective product, in the long and short run. A study on Sustainable consumption by w. youthful et. Al (2010), explored the obtaining procedure for green consumers in connection to consumer innovation products in the UK. Data gathered from 81 self-announced green consumers uncovered that solitary issue labels (energy rating labels) assume a conspicuous

job in the consumer's choice to make strides toward environmental friendliness. (Marie Cervellon, Lindsey 2011)

An objective to gauge impression of consumers towards environmentally friendly products and examine whether demographic elements impact client’s awareness, discernment and purchasing behaviour of environmentally friendly products with 150 sample by the questionnaire technique and utilized convenient sampling. It is seen that the impression of the respondents towards green products was certain and reflected better future for green products. (Mohd Rafi Yaacob and Azman Zakaria 2011)

This endeavored to decide the dimension of consumers' decision making towards green electronic products and to recognize the impact of four elements viz. attitude towards environmental security, learning of the environment, green purchase intention and safety and health worries on consumers' decision making towards green electronic products. The study uncovered that consumers' dimension of decision making towards green electronic products was powerless which additionally mirrored their less awareness about the presence of assortment of green electronic products in the market. It was additionally discovered that environmental learning and purchase intention of green products were significantly correlated with consumer decision making towards green electronic products. (Hassan and Mohd Nor 2013)

Analyze the variables that empower or debilitate Vietnamese consumer' purchase intention toward green electronic products. By applying Theory of Planned Behavior, the research was to grow speculatively suitable theoretical model that was then exactly tried all through a survey of 263 respondents in Ho Chi Minh City. The respondents were browsed assorted foundations who must have purchase intention of electronic products inside the following a half year. Auxiliary Equation Modeling procedure was conveyed in this study. The outcomes demonstrated that Vietnamese consumers' environmental information was demonstrated to be without a doubt identified with their attitude toward obtaining green electronic products. Four primary factors that decidedly and significantly influence Vietnamese consumers' purchase intention were attitude, subjective norm, perceived consumer adequacy and control on accessibility. The most significant factor among explored ones was attitude. (Nguyen Thi Huong Giang and Ho Ngoc Tran 2014)

All inclusive draining fuel assets like coal, oil and gas has triggered exchanges in different forums in India underlining the hugeness of sustainable power sources like solar, hydro, wind and bio gas for future sustenance of society. Foreseeing a move of the consumer attitude towards Greener Technology products, associations have distinguished this specialty market and presented a scope of products for different client fragments. We have utilized the Howard Sheth Model of consumer behaviour to see how consumers by and large see expansive scope of components including energy proficiency when buying major appliances, with the elements contrasting both in nature and request of significance crosswise over appliance types. Despite the fact that there exists significant literature on consumers' purchase decision, there isn't much literature accessible for consumers' purchase decision in developing nations of home appliances thinking about environmentally friendly factors. This research work intends to study the developing energy saving awareness and environmentally friendly contemplations during purchase decision of consumers in India. This is with regards to the purchase of 2 home appliances – the refrigerator and the air-conditioner in Gujarat post 2010. Pointers like star rating have been utilized as impacting factor on consumers' decision during purchase. It will give a comprehension of the different parameters that are considered by consumers and how much they impact during the purchase of air conditioners and refrigerators. (Tanushri Banerjee and Arindam Banerjee 2015)

The development of green marketing research goes back to 1980s when there was rise of idea of green marketing. Early literature demonstrates green marketing to be a methodology which shown indications of move in consumer regard for green product. These days individuals began to understand their job and obligations. The present study presents the idea of green product and investigates the different manners by which the distinctive consumer satisfaction are identified with the idea of green products. A calculated system is exhibited and the information is analysing based on the structure. (M. Meenakshi Saratha, Linda Mary Simon 2015)

In the previous decade a colossal number of studies have investigated consumers' willingness to pay crosswise over various product classifications. In any case, the intention to pay the premium for green products had remained unexamined to a huge degree with regards to developing economies of the east. The present paper attempts to prognosticate the drivers for green purchase decisions and willingness-to-pay. Organized questionnaires are utilized for data accumulation and normal least square regression and analysis of change have been

utilized for analysis of data. Results recommend the strength of consumers' observation about the practical parts of green products on their willingness-to-pay. (Aindrila Biswas 2016)

Consumers today are progressively "thinking green" and are willing to pay more for environmentally friendly products. The expanding quantities of consumers who prefer and are willing to purchase these products are exposed to the purchasing procedure. Consumers have diverse purchasing practices and these practices are continually changing because of the accessibility of best options. Henceforth, the present study is directed to investigate the degree of the effect of consumers‟ purchasing behaviour towards the marketing of green products in Tirupur city. Accommodation sampling strategy was utilized to choose 100 respondents living in the city and who make purchases for the products. (The findings of the study uncover that there is significant connection between the factors which influences consumers‟ purchasing behaviour for green products. Similarly, the variables influencing the consumers‟ purchasing behaviour have major implications on obtaining decisions. (T. Vasanthi 2016)

The present study means to give information about the impact of eco labels on consumers buying behaviour. The expansion in public worry in connection to their encompassing regular habitat has begun to hotshot their consumption practices and prompted the production of another gathering of consumers - the green consumers. Green production and consumption are a need of this century as a result of horrible environmental debasement and changing consumer behaviour. Consumer behaviour is a dynamic factor so as to adapt up to; new systems and thoughts are created from the piece of produces to support in the highly competitive markets. (V. Sravani chari 2018)

With the increments in residents' household energy consumption and carbon discharges, to preserve territorial energy and reduce emissions, studying the variables influencing residents' willingness to purchase energy-effective appliances and their components of activity is essential. In this research, in light of the hypothesis of expanded arranged behaviour and joined with environmental concern factors and environmental information factors, a model of the elements affecting residents' willingness to purchase energy-proficient appliances was developed and an experimental study of urban residents in Shanxi Province, China was led. The research demonstrates that environmental concern, environmental information, attitude, and perceived behaviour control are significantly emphatically correlated with residents' willingness to purchase energy-proficient appliances. This study focus around progress and

research from the points of view of theoretical development, roundabout effect test, and analysis of ordinary underdeveloped energy-rich areas. This study gives relating approach recommendations from the viewpoints of instruction and direction, deals and marketing, and independent improvement for the government, sellers, and residents, to improve the residents' willingness to purchase energy-productive appliances. (Guomin Li, Wei Li, Zihan Jin and Zhihao Wang 2019)

RESEARCH METHODOLOGY

1. Sampling Method: Stratified Random Sampling will have been utilized in the study. The Sample spoke to strata of Jaipur's populace demographics – the simple random sample will be drawn from every stratum. Complete 250 questions put to the populace out of which we got the reaction from 210 respondents or consumers.

2. Source of Data Collection

   - Primary data for the research will be collected as structured questionnaire from overall population in Jaipur.
   - Secondary data for the research will be collected from the journals and records. Aside from journals, web sources will likewise be utilized for the research.

3. A structured Questionnaire will be received as a research instrument to lead the study. The Questionnaire will have four areas each committed to the accompanying subject.

   - Demographic Profile of the consumer
   - Awareness among consumer
   - Preferences of consumer
   - Willingness to pay among consumers

4. Research Instrument

   - Reliability: The inside consistency of the instrument will be surveyed utilizing Cronbach alpha strategy

Cronbach's alpha (α) will be determined by using the formula:

$$\alpha = \left[\frac{\mathrm{K}}{(\mathrm{K}-1)}\right] * \left[1 - \left[\frac{Sum\ of\ item\ variances}{(SD)^2}\right]\right] \quad \textbf{(1)}$$

Where, K = number of things = 7 (four things for awareness, two for preference and one for degree of premium willing to be paid)

Aggregate of thing Variances figured = 10.9, SD = Standard Deviation = 5.683

Substituting the qualities in the equation we get:

$$\alpha = [7/(7-1)] * \left[1 - \left[\frac{10.9}{(5.683)^2}\right]\right] \quad \textbf{(2)}$$

Cronbach's alpha = 0.7729

- Validity: Validity of the Research instrument will have been evaluated by utilizing face validity, construct validity and rule validity. Face validity is a simple type of validity where you apply a shallow and subjective assessment of whether your study estimates what it will gauge by methods for expert opinion.

Table 1: Correlation Matrix

Variables	Awareness	Preferences	Willingness to pay
Awareness	**1**		
Preference	0.696	**1**	
Willingness to pay	0.673	0.549	**1**

- ✓ Criterion Validity gives proof about how well the scores of the measure associate with different measures or similar basic constructs that are set up to be theoretically related. Having set up the theoretical connection of the constructs and relationship between them, the scores of the measure pursue a decreasing impact from awareness, through preference to WTP substantiating the relationship set up. Criterion Validity (Predictive) addresses if the data could precisely foresee or estimates the measures. Scores on the measure acquired on the survey could foresee the dimensions of awareness, preference, and WTP (premium).

PROBLEM STATEMENT

The Business issue was deciphered as "In spite of different green initiatives and a vibrant consumer electronics market, consumer reception of green home appliances is as yet lingering behind adding to the high-power consumption and money related misfortune to the individual and the nation"

On the premises of the Business issue, the Research Problem was figured as "What amount are consumers aware of, prefer and willing to pay more for green home appliances in India?"

The accompanying Research Questions (RQ) were confined to approach the research issue

- RQ1. What is the dimension of awareness for green home appliances among the consumers?
- RQ2. What is the preference for green home appliances among the consumers?
- RQ3. Regardless of whether demographic factors influence consumer willingness to pay for green home appliances?

SCOPE OF THE STUDY

The scope of the study is to decide the awareness, preference and willingness to pay (premium) for Green home appliances among consumers in India. The scope of the study is constrained to just significant white merchandise which are enormous in size and expend a noteworthy piece of electricity in a typical household like air conditioners, refrigerators, dishwashers, washing machines and TVs. The study has constrained its concentration to the idea of Green home appliances (GHA) and has not endeavoured to seclude and test consumer reactions crosswise over product classifications.

Building up a hypothetical structure to address the objectives was accomplished by reviewing marketing communication assessment models used to assess the impact and viability of communication battles on the consumer. The chain of command of impacts models, explicitly the AIDA model and its variations were reviewed for its reasonableness and pertinence in the study. The CAB model was at last discovered fitting for the study for its simplicity and three level soundness to the research objectives of the study. Likewise, literature review of past examinations and their findings proposed the effective use of the model in similar investigations. Hence, the theoretical structure proposed has the CAB model as the core with act of spontaneities dependent on the perceptions from the literature review.

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